



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Mentzer Media Services
600 Fairmount Ave
Suite 306
Towson, MD 21286-1002

Contract # 851498

Schedule Dates 08/29/12-09/04/12
Advertiser 60 Plus Association (31403)
Agency/T-Code Mentzer Media Services (3924)/833926835
Product Political - Non-Ballot Issue (1196)
Brand 60 PLUS ASSOCIATION (127540)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name KOHLBAUER,STEPHANIE
Phone/Fax (703) 807-2070 /
CPE 378
Account Types National/Political Issue - Agency
Billing Type Standard
Comments 60 PLUS 8/29

Date Entered 08/28/12
Last Modified 08/28/12
Entered By Penne Marsh
CO-OP No
Headline # 06299396
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,047.50
Net Total \$11,602.50
Sales Tax

| Norfolk (WVEC) (WVEC) | | |
|-----------------------|-----------|--------------------|
| By Broadcast Month | Spots | Rate |
| Sep. 2012 | 16 | \$13,650.00 |
| Grand Total: | 16 | \$13,650.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-----------------------|----------|---------|
| 1.0 | Normal Line / SPOT | 08/29/12-08/31/12 | 5 | :30 | 6:58P- 7:28P (ET) | | | | 1 | 1 | 1 | | | 1 | \$1,500.00 | \$1,500.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 2.0 | Normal Line / SPOT | 08/29/12-08/31/12 | 5 | :30 | 7:28P- 7:57P (ET) | | | | 1 | 1 | 1 | | | 1 | \$1,800.00 | | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 3.0 | Normal Line / SPOT | 09/01/12-09/01/12 | 4 | :30 | 5:58A- 8A (ET) | | | | | | | 2 | | 2 | \$380.00 | \$760.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 4.0 | Normal Line / SPOT | 09/01/12-09/01/12 | 4 | :30 | 8A- 9A (ET) | | | | | | | 1 | | 1 | \$600.00 | \$600.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 5.0 | Normal Line / SPOT | 09/02/12-09/02/12 | 4 | :30 | 6P- 6:30P (ET) | | | | | | | 1 | | 1 | \$750.00 | \$750.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 6.0 | Normal Line / SPOT | 09/02/12-09/02/12 | 4 | :30 | 5:58A- 8A (ET) | | | | | | | 1 | | 1 | \$320.00 | \$320.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 7.0 | Normal Line / SPOT | 09/02/12-09/02/12 | 4 | :30 | 8A- 9A (ET) | | | | | | | 1 | | 1 | \$580.00 | \$580.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 8.0 | Normal Line / SPOT | 09/02/12-09/02/12 | 4 | :30 | 9A- 9:30A (ET) | | | | | | | 2 | | 2 | \$200.00 | \$400.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 9.0 | Normal Line / SPOT | 09/02/12-09/02/12 | 4 | :30 | 9:30A- 9:58A (ET) | | | | | | | 1 | | 1 | \$320.00 | \$320.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 10.0 | Normal Line / SPOT | 09/02/12-09/02/12 | 4 | :30 | 9:58A- 11A (ET) | | | | | | | 1 | | 1 | \$320.00 | \$320.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 11.0 | Normal Line / SPOT | 09/03/12-09/04/12 | 4 | :30 | 6:58P- 7:28P (ET) | 3 | X | X | | | | | | 3 | \$1,500.00 | \$4,500.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |
| 12.0 | Normal Line / SPOT | 09/03/12-09/04/12 | 4 | :30 | 7:28P- 7:57P (ET) | 1 | 1 | | | | | | | 2 | \$1,800.00 | \$3,600.00 | Norfolk (WVEC) (WVEC) | | 8/28/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|--|---|
| Station and Location: WVEC-TV | Date: 8/27/12 |
|--|---|

I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|-------|----------------|-----------------|
| | VARIES | 8/29- 9/4 | | | |

Total Charges: \$ 22,050.00 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes No

#851498

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|--|---|
| Station and Location: WVEC-TV | Date: 8/27/12 |
|--|---|

I, Lauren Schumacher
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| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|-------|----------------|-----------------|
| | VARIES | 8/29- 9/4 | | | |

Total Charges: \$ 22,050.00 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes No

#857498

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

[Empty box for candidate information]

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11 Date James J. Martin Signature 703-807-2070 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
Chase Marsh Signature Penne Marsh Printed Name NSC Title